

EC'd Yes    Last Received: 08/29/2012 2:06 PM    Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency (    ) WATERFRONT STRATEGIES	Rep Firm
Advertiser (    ) SEIU	3050 K ST NW	Sales Office (    ) PHILADELPHIA
Product S.E.I.U.	WASHINGTON, DC 20007	Salesperson (    ) ANJIE BRADY
Estimate# 1435	Agency C/P1/P2/E 112/119/1435	
Buyer Dan Nagelberg	Flight Dates 09/25/2012 - 10/01/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

CLIENT: SERVICE EMPLOYEES INTERNATIONAL UNION SC=\*

-- REMARKS --

THIS IS A NEW ISSUE ORDER  
CONTRACT TOTAL IS \$25,075  
PLS CONFIRM ASAP  
THANKS    ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	3	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
	4	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	09/29-09/29	1	1	1	\$800.00	
	5	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
	6	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	09/30-09/30	1	1	1	\$800.00	
	7	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$1,200.00	09/30-09/30	1	1	1	\$1,200.00	
	8	TU-F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/25-09/28	1	1	1	\$500.00	
	9	TU-F	10A-11A	TODAY SHOW 3	:30	\$400.00	09/25-09/28	1	1	1	\$400.00	
	10	TU-F	12P-1P	NOON NEWS	:30	\$300.00	09/25-09/28	1	1	1	\$300.00	
	11	TU-F	5P-530P	5PM NEWS	:30	\$1,800.00	09/25-09/28	1	1	1	\$1,800.00	
	12	TU-F	530P-6P	530PM NEWS	:30	\$1,800.00	09/25-09/28	1	1	1	\$1,800.00	
	15	TU-F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	09/25-09/28	1	1	1	\$1,500.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	16	TU-F	730P-8P	ACCESS HOLLYWOOD	:30	\$1,500.00	09/25-09/28	1	1	1	\$1,500.00	
	18	F	9P-10P	GRIMM	:30	\$2,500.00	09/28-09/28	1	1	1	\$2,500.00	
	19	F	10P-11P	DATELINE	:30	\$1,600.00	09/28-09/28	1	1	1	\$1,600.00	
	21	SA	11P-1130P	SATURDAY LATE NEWS	:30	\$2,000.00	09/29-09/29	1	1	1	\$2,000.00	
	23	M	9A-10A	TODAY SHOW 2	:30	\$500.00	10/01-10/01	1	1	1	\$500.00	
	24	M	10A-11A	TODAY SHOW 3	:30	\$400.00	10/01-10/01	1	1	1	\$400.00	
	25	M	12P-1P	NOON NEWS	:30	\$300.00	10/01-10/01	1	1	1	\$300.00	
	26	M	5P-530P	5PM NEWS	:30	\$1,500.00	10/01-10/01	1	1	1	\$1,500.00	
	27	M	530P-6P	530PM NEWS	:30	\$1,500.00	10/01-10/01	1	1	1	\$1,500.00	
	28	M	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/01-10/01	1	1	1	\$1,500.00	
	29	M	730P-8P	ACCESS HOLLYWOOD	:30	\$1,500.00	10/01-10/01	1	1	1	\$1,500.00	
	30	SU	12A-1A	LEVERAGE	:30	\$175.00	09/30-09/30	1	1	1	\$175.00	

---REPORT TOTALS---  
Report Totals: 23 / \$25,075.00

---SALES MONTHLY TOTALS---  
Sep 12: 16 / \$17,875.00 Oct 12: 7 / \$7,200.00

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3050 K ST NW  
WASHINGTON, DC 20007  
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Flight Dates 09/25/2012 - 10/01/2012  
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Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Sales Totals: 23 / \$25,075.00  
Station Totals: 23 / \$25,075.00  
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---		Market Totals	\$69,653	CATV 0%	WAVY 36%	WGNT 1%	WPXV 0%	WTKR 19%
				WTVZ 5%	WVBT 10%	WVEC 29%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE